



# Kline PRO:

A powerful tool for the salon industry based on transactional data

Data Published Quarterly

Regional Coverage: Ireland ■ United States ■ United Kingdom

This comprehensive interactive database enables users to access the latest performance data on the professional hair care industry. Based on actual salon transactions, it yields category, brand, and product-level sales and service data on a quarterly basis.

## This Database Addresses Such Questions as:

- What are the category drivers and trends?
- Who are the leading marketers of salon hair care products?
- How do my brand's sales compare to my competition?
- What new product innovations and trends are hitting the market?
- What services are being offered in salons?
- What are the service revenues, transaction counts, and average prices?



## Database Contents

### Products

- Category (Table 1)
- Segment (Table 4)
- Company
- Master brand, brand, sub-brand
- Item
- Salon demographics (Table 3)

### Metrics

- Revenue
- Volume (ounces)
- Shares
- % Change vs. previous quarter and year prior

### Services

- Service type (Table 2)
- Segment, sub-segment (Table 5)
- Salon demographics (Table 3)

### Metrics

- Revenue
- Transaction count
- Average price per service
- Shares
- % Change vs. previous quarter and year prior

**Table 1: Product Categories**

Conditioners  
 Hair styling products and sprays  
 Shampoos  
 Treatments  
 Kits/promotions

**Table 3: Salon Demographics**

Region: Ireland  
 Region: United States: Central, Midwest, Northeast, South, West  
 Region: United Kingdom: London, Midlands and East, North, Scotland, Wales and Northern Ireland, South  
 Salon size: small, medium, large  
 Salon positioning: value, moderate, premium

**Table 2: Service Types**

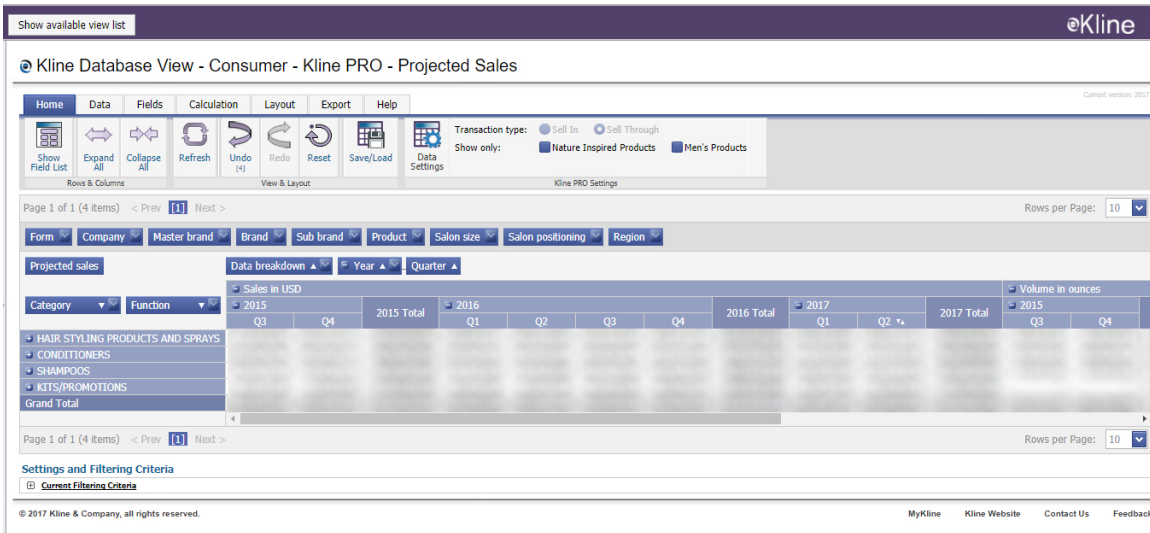
Hair cut  
 Hair coloring  
 Styling  
 Texturizing  
 Treatment  
 Combination services  
 Other goods and services





## Database Features

- User friendly in a simple yet sophisticated system
- Flexible search options
- Three separate views: reported, projected, services
- Quarterly updates
- View of individual product performance
- Eight quarter rolling historical data available



## Quarterly Summary Report

- Salon Retail Overview
  - Revenue and volume shares and change
  - Segment shares and change
  - Regional revenue share
  - Revenue share by salon size and positioning share
  - Leading companies by category
  - Leading master brands by category
  - Top 5 items and top 5 movers by category
  - Top new items by category
- Services Overview
  - Shares and change for revenue and transactions
  - Top 10 fastest growing services
  - Services creating value



Table 4: Product Category Segmentation

	Treatments	Conditioners	Hair styling products and sprays	Shampoos	Kits/promotions
Form	Detangler Dry conditioner Not specified Oil Rinse-out treatment	Cleansing Daily rinse	Aerosol Cream Gel Glaze/lotion Mousse Non-aerosol Pomade/paste Powder	Daily rinse Dry	Not specified
Function	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Curl care General/multi-purpose Finishing Shine Smoothing/frizz control Texturizing Thermal care Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Anti-aging Clarifying Color care Curl care Finishing General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Texturizing Thermal care Thinning hair UV/sun protection Volumizing
Other	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product

Table 5: Service Segmentation

Hair coloring	Texturizing	Hair cut	Treatment	Styling	Combination hair services	Other goods and services
Coloring	Straightening and smoothing	Bang or neck trim	Bond builder treatment	Blow out	Color/cut	Beard services
Color glossing/toning	Keratin	Child's haircut	Clarifying treatment	Braiding	Color/style	Body treatment
Color refresh	Thermal reconditioning	Men's haircut	Conditioning treatment	Child's style	Color/cut/style	Consultation
Corrective color	Relaxer	Women's haircut	Scalp treatment	Flat ironing	Cut/style	Eyebrow tinting
Creative color	Not specified	Not specified	Thinning hair treatment	Special occasion	Men's cut/color	Eyelash services
Demi-permanent	Perming/waving		Not specified	Not specified	Perm/cut	Gift cards
Semi-permanent	Not specified				Not specified	Extension/weave
Men's coloring						Hair removal
Single process						Makeup application
Virgin color						Massage
Lightening						Nail
Balayage/hair painting						Shaving
Bleach & tone						Skin care
Highlight/lowlight full						Tanning
Highlight/lowlight partial						Not specified
Men's lightening						
Ombre						
Virgin Bleach						
Not specified						



## Scope

Kline PRO provides an unbiased view of the performance of the professional hair care industry based on hard, transactional data collected from a panel of thousands of salons. The service is delivered quarterly. A rolling historical database covering eight (8) quarters is maintained so that users will have the ability to do full year-over-year comparisons. This program covers, register transactions (salon retail), and services. Data is reported on both the unit and dollar levels.

### Salon Retail

Register transactions of products



Data sourced from:  
Independent salons

### Services

All services provided:  
by salon revenue and  
transaction count



Data sourced from:  
Independent salons  
reported

## Key Benefits

This service is an excellent resource to empower sales, marketing, and management personnel to utilize the most up-to-date transaction based data in their areas of responsibility. It provides subscribers with an accurate picture of the size, segmentation, and performance of the professional hair care market and enables users to exploit business opportunities by understanding market dynamics, competitive forces, and product trends. It offers a timely source to identify and track emerging trends and the latest new product launches. Specifically, this study assists in:

- New product development
- Industry/category/brand assessments
- Strategic planning
- Acquisition screening



## Methodology

Data for Kline PRO is collected primarily from salons via software providers. Two weeks after the close of each quarter, product and service data is transmitted directly to a designated secure server at Kline. Once the data is received, it is then translated into appropriate categories/segments and aggregated to one total. At no time is the specific location from which the data originates shared with Kline.

Kline respects the privacy of all panelists and has agreements in place that prevent Kline from receiving any identifiable information. Only the general demographics of region, salon size and pricing tiers is shared. Data from each participant is anonymously aggregated with data from all providers. Data that could identify any distributor, software company, or salon is never disclosed and will always be protected under the strict code of ethics that Kline has practiced for nearly 60 years.

Kline digitally collects and aggregates millions of anonymous transactions from salon management software providers



## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 60 years.

### A FULL SPECTRUM OF SERVICES

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